

**TITLE:**

Alpine Skiing World Cup Organization Benefits in Relation to Špindlerův Mlýn Municipality

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**ABSTRACT**

This study focuses on the town of Spindleruv Mlyn, which is currently the largest, highest-rated, but also the most expensive ski resort in the Czech Republic and holds TOP ski resort, which in recent years as the only winter resort tried to host the World Cup in Alpine skiing women, in the disciplines of slalom and giant slalom women.

Spindleruv Mlyn organized racing elite women's series for the first time in December 2005 and again in January 2008. Premiere World Cup Giant was initially held back in 2003, but then defeated the plans of the organizers of the lack of snow. A success for the next SP in Spindleruv Mlyn took place in March 2011.

***Objective:***

The aim of this study is to assess the benefits for town of Spindleruv Mlyn (hence the whole county, region and Czech Republic) may have held such events as the World Cup in Alpine Skiing.

***Method:***

The calculation method was used a questionnaire comprising mainly by promoting the values that the organization of the event took place, but the city at the cost involved only a small fraction, so the effects are huge. I judged only influences the town of Spindleruv Mlyn as such, not to Ski, restaurants, hotels, etc., although of course there benefits correlate with benefits for the city, particularly those somewhere are much more immediate.

***Results:***

The benefits and drawbacks of organizing such an event can be a very good find and exhaustively determined. Direct financial benefits all stakeholders have their clear framework and are very easily quantifiable (loss). Determining the value of non-financial benefits is very difficult to measure. Undisputed is that for every ski resort, region and country in which the event such as the World Cup in Alpine Skiing hold is a huge promotional benefit.

**KEYWORDS:**

- Alpine skiing
- World Cup
- Spindleruv Mlyn
- Ski Association
- Benefits
- Promotion